



Strategy 2023

COMPONENTS OF OUR STRATEGY

OUR VALUES

What we believe

OUR VISION

How we see the future

OUR PURPOSE

Why we exist

OUR GOALS

Where we will focus

OUR VALUES

What we believe

COMMITMENT

We work with passion and resilience, dedicated to our personal best.

COMPASSION

We are empathetic, patient, and kind.

DIVERSITY

We celebrate the variety of backgrounds and experiences in our community and staff, treating everyone with respect.

EMPOWERMENT

We foster a community of learning and growth for people of all ages.

INFORMED DECISION-MAKING

We listen and are responsive to our community and staff.

INNOVATION

We encourage creativity, exploration, and a sense of adventure.

INTEGRITY

We are honest, transparent, and accountable.

TEAMWORK

We work together in a spirit of cooperation.

OUR VISION

How we see the future

**A welcoming, resilient community
where we all can
realize life to its fullest potential.**

OUR PURPOSE

Why we exist

To Educate, Enrich, and Inspire.

OUR GOALS

Where we will focus

**Better Collections,
Better Access**

Thriving Minds

Tailored Services

**Entrepreneurial
Staff**

**Effective
Partnerships**

Better Collections, Better Access

What this means:

- We provide materials in a variety of formats.
- We ensure Library collections are responsive to community interests and needs.
- We strive to eliminate all barriers to use, whether they be policy-, technical-, or ability-based.
- We connect Library collections to everything we do: all our other services and programs naturally lead to increased readership.

Potential outcomes from meeting this goal:

- Improved educational results and economic outlooks for individuals
- Engaged, informed and satisfied residents
- Increased customer satisfaction and increased use of library resources

Thriving Minds

What this means:

- We develop engaging and diverse programming to young learners – Every Child Ready to Read, 1000 Books Before Kindergarten – to build on the success of the previous strategic plan.
- We provide welcoming spaces and appealing programs for teens to prepare them for college or career as well as provide a safe place.
- We provide services and programs to enable adults to enjoy life fully and continue to contribute to the health of the community.

Potential outcomes from meeting this goal:

- Increased kindergarten readiness
- Increased High school graduation and college acceptance rates
- Agile, future-ready workforce
- An eager and available pool of mature, experienced adults who continue contributing to the community in retirement

Tailored Services

What this means:

- We highlight community library services, including options to build specialized information collections on-site, in coordination with virtual holdings for the entire county.
- We provide the same core services through every branch and platform and allow flexibility for branch staff to adjust for local needs.
- We recognize and celebrate the diversity of community residents and their needs by providing access to a variety of high-quality services and programs.
- We design all aspects of our services – how customers access our resources, material format, language, and program delivery – to meet needs at the local and individual scale.

Potential outcomes from meeting this goal:

- Neighborhood residents tightly identify with and are connected to their branch
- Equitable access to services regardless of where a person lives
- Enhanced partnership opportunities and packages of services with local organizations and governmental agencies

Entrepreneurial Staff

What this means:

- We empower all staff, at all levels and at every position, to innovate and experiment.
- We are creative in developing initiatives and programs to meet local needs, while remaining true to library-wide goals and coordination with the Board of Trustees.
- We are dedicated to professional, organizational, and individual development.

Potential outcomes from meeting this goal:

- A dedicated, engaged, and creative staff
- Already excellent customer service is taken to the next level
- Positioning the Library as an innovator

Effective Partnerships

What this means:

- We “connect it all,” leveraging past success in building relationships with community partners, recognizing that needed services and programs are already provided by a variety of agencies and organizations and that the Library is best positioned to make these vital connections.
- We harmonize our services and programs with those of our partners to minimize duplications and take advantage of supporting opportunities.
- We use partnerships to their best effects, leveraging resources and talents to maximize the impact of the Library’s assets and our partners’ outcomes.

Potential outcomes from meeting this goal:

- Reach and effectiveness of our partners is increased
- Resource “deserts” are eliminated.
- Positioning the library as a connector and vital community partner

Strategy 2023

- Developed in consultation with [Margaret Sullivan Studio](#).
- Approved by the Board of Library Trustees on October 17, 2018.
- Extended to June 30, 2023, by the Board of Library Trustees on September 17, 2020.
- Original document detailing the context, methodology, and studies is available here: [Full Report](#)